

Message Text

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ORIGIN USIA-15

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P 110212Z FEB 75
FM SECSTATE WASHDC
TO AMEMBASSY BUCHAREST PRIORITY
AMEMBASSY MOSCOW PRIORITY
AMEMBASSY WARSAW PRIORITY

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E.O. 11652: N/A

SUBJECT - TRAVEL OF PBS INTERNATIONAL COORDINATOR FRED COHEN

1. FRED COHEN, DIRECTOR, OFFICE OF INTERNATIONAL COORDINATION OF PBS, PLANNING TELEVISION CONTACT TRAVEL TO WARSAW, MOSCOW AND BUCHAREST FEBRUARY 18 TO 28. ITINERARY GIVEN BELOW.

FEB 18	LV WASHINGTON	7:45 PM	PA 106
FEB 20	AR WARSAW	3:00 PM	LO 346
FEB 23	AR MOSCOW	8:15 PM	LO 231
FEB 26	AR BUCHAREST	10:10 PM	RO 208
FEB 28	AR VIENNA	5:15 PM	OS 842

2. COHEN HAS MET WITH IEE AREA DIRECTOR. POSTS SHOULD BE PREPARED TO OFFER FACILITATIVE ASSISTANCE TO MAKE IT POSSIBLE FOR MR. COHEN TO MEET APPROPRIATE INDIVIDUALS WHO CAN DISCUSS PBS PLANS FOR COOPERATIVE PROJECTS WITH FOREIGN TV SYSTEMS.

3. MR. COHEN REPRESENTS THE ENTIRE 250 STATION PUBLIC BROAD-
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CASTING SYSTEM NETWORK FOR DISTRIBUTION, SCHEDULING AND PROGRAM

DEVELOPMENT OF ALL INTERNATIONAL PROGRAMS. HE IS INTERESTED IN
SETTING UP BROADCASTER-TO-BROADCASTER BARTER EXCHANGES OF
PROGRAM MATERIALS, OBTAINING QUALITY DOCUMENTARIES AND CULTURAL
PROGRAMS FROM ABROAD AND SUPPLYING SIMILAR PBS PRODUCTS FOR
PLACEMENT ON FOREIGN TV NETWORKS IN EXCHANGE. AMONG OTHER INTERESTS
IS DESIRE FOR SPECIAL PROGRAMS FOR ETHNIC CENTER TV STATIONS
IN THE US.

4. MR. COHEN IS ONE OF THE KEY PEOPLE WHO DEVELOPED THE RECENT
HIGHLY SUCCESSFUL BILL MOYERS "JOURNAL-INTERNATIONAL REPORT"
SERIES. HIS INTERNATIONAL PROGRAMMING ACTIVITY HAS FUNDING
SUPPORT FROM THE US-OPERATED GERMAN MARSHALL PLAN FUND FOR
THE US. MR. COHEN IS TRAVELING ON HIS OWN BUT WILL APPRECIATE ANY
ASSISTANCE YOU CAN EXTEND IN MAKING APPOINTMENTS. ALTHOUGH IT
SHOULD BE MADE CLEAR THAT HE IS REPRESENTING PBS AND HIMSELF
DURING THESE VISITS, HE WOULD APPRECIATE HAVING APPROPRIATE P&C
STAFFER ACCOMPANY ON CALLS.

5. FOR WARSAW: PLEASE ARRANGE BOOKING AT FORUM OR OTHER
SUITABLE FIRST CLASS HOTEL. ASSUME MEETINGS WITH MACIEJ
SZCZEPANSKI AND OTHERS HE DESIGNATES WOULD BE APPROPRIATE. REQUEST
MEET ON ARRIVAL.

6. FOR MOSCOW: ALTHOUGH YOU HAVE NOT HAD TIME TO RECEIVE
CONFIRMATION OF APPOINTMENTS FROM STATE COMMITTEE FOR TV AND
RADIO (MOSCOW 1292-U), COHEN'S PRESENT VISIT SCHEDULE PRECLUDES
DELAY THIS END. VISA APPLICATION BEING SUBMITTED FEBRUARY 11.
REQUEST BOOK BEST AVAILABLE FIRST CLASS HOTEL AND MEET ON
ARRIVAL.

7. FOR BUCHAREST: REQUEST BOOK BUCHAREST INTERCONTINENTAL HOTEL
AND MEET ON ARRIVAL.

9. REGRET LATE NOTIFICATION COHEN TRAVEL PLANS WHICH NOT
CONFIRMED TO US UNTIL FEBRUARY 7.
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